



EU & UK Product Safety Alert Intelligence

Comparative analysis of dangerous product alerts across EU Safety Gate (RAPEX) and the UK Office for Product Safety & Standards (OPSS) — hazard trends, enforcement patterns, and market origins.

EU: JANUARY – MAY 2026 · UK: JANUARY – MAY 2026

1,374

EU ALERTS
EU Safety Gate (RAPEX)

312

UK ALERTS
UK OPSS

LegitScript Helps Platforms Stay Ahead of Product Safety Trends

Despite the tumult in global politics and economies, international commerce continues to adapt and thrive. Cross-border trade opens up new markets and opportunities for sellers, but it also creates additional risks for platforms that help to facilitate the sale of these products. Toys, electronics, cosmetics, and home goods of nearly every type have come under scrutiny for life-threatening dangers including poisoning, choking hazards, burn risks, electrocution, and more. In response, lawmakers across the globe have been tightening regulations and more aggressively inspecting products both domestically and overseas.

This report, compiled by LegitScript, looks at product safety alert intelligence in the first half of 2026 for the European Union and the United Kingdom, which have some of the strictest and most aggressive product safety measures. These regions often set trends for product safety policy globally and therefore offer insight into potential trends globally. Furthermore, enforcement of dangerous products in the EU and UK often causes these products to divert to other jurisdictions with weaker oversight. That is to say, these problems may not go away but rather shift to other countries.

LegitScript, the leader in platform risk management, tracks product safety alerts internationally to provide platforms with real-time intelligence and analysis regarding threats and trends in global commerce. Learn more about how we help platforms thrive at the end of this report.

WHAT ARE PRODUCT SAFETY ALERTS?

ABOUT SAFETY ALERTS

Product safety alerts are official government notifications issued when a consumer product poses a risk to health, safety, or the environment. The EU publishes via **Safety Gate (RAPEX)**; the UK via the **Office for Product Safety & Standards (OPSS)**.

Each alert details the product, its hazard, origin, and the enforcement action taken — from voluntary recalls to compulsory import bans — and is shared across authorities to coordinate market surveillance.

REGULATIONS & DIRECTIVES

Flagged products typically fail one or more of these frameworks:

General Product Safety Regulation (GPSR)

REACH Regulation (chemicals)

Toy Safety Directive (2009/48/EC)

Low Voltage Directive (LVD)

Radio Equipment Directive (RED)

RoHS Directive

Cosmetics Regulation (EC 1223/2009)

Machinery Directive (2006/42/EC)

EN 71 Toy Safety Standards

UK Product Safety & Metrology Regs

COMMON RECALL REASONS

- **Excessive chemicals** — banned substances (phthalates, heavy metals, lilial, asbestos) above permitted limits
- **Choking & entrapment** — small detachable parts or gaps posing risks to young children
- **Electric shock & fire** — faulty insulation, overheating batteries, or non-compliant wiring
- **Microbiological contamination** — unsafe bacteria or mold in cosmetics or personal care
- **Missing documentation** — absent CE/UKCA marks, no conformity declaration, or missing instructions
- **Counterfeiting** — brand impersonation without meeting the originals' safety standards

EU ALERTS — SAFETY GATE (RAPEX) · JAN – MAY 2026

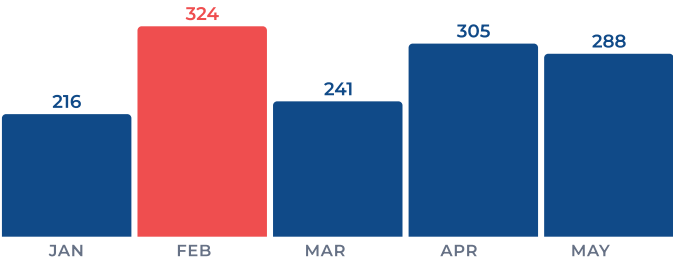
1,374
TOTAL ALERTS
Jan – May 2026

97.2 %
SERIOUS RISK
1,336 of 1,374

58.6 %
MADE IN CHINA
805 products

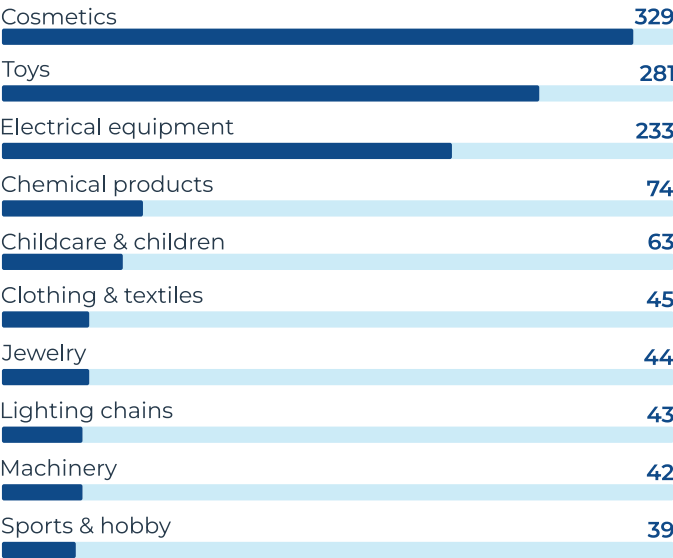
38.4 %
CHEMICAL HAZARD
528 alerts

ALERT VOLUME BY MONTH



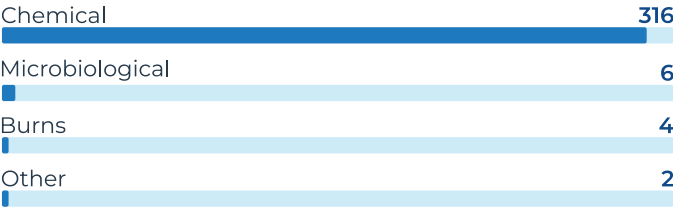
Peak: February 2026 — 324 alerts.

TOP PRODUCT CATEGORIES



SPOTLIGHT — COSMETICS (329 ALERTS · #1 CATEGORY)

329 alerts · #1 category



MOST-FLAGGED BRANDS

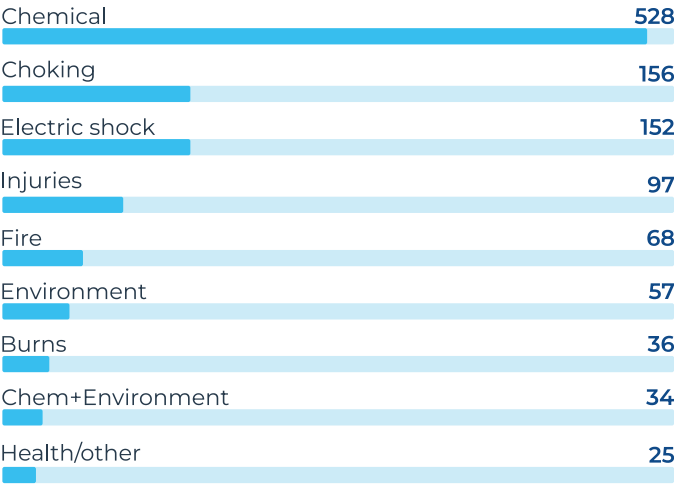


COUNTRY OF ORIGIN



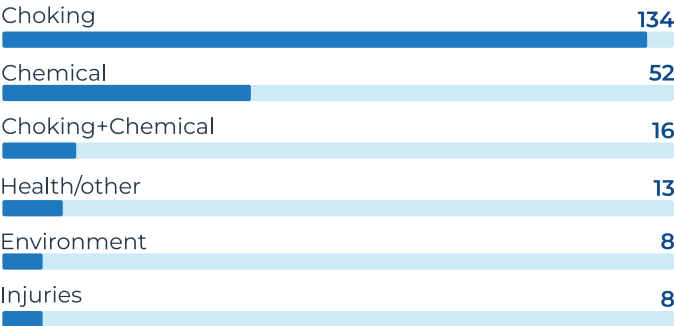
165 products have **unknown origin** — a significant traceability concern

HAZARD TYPE



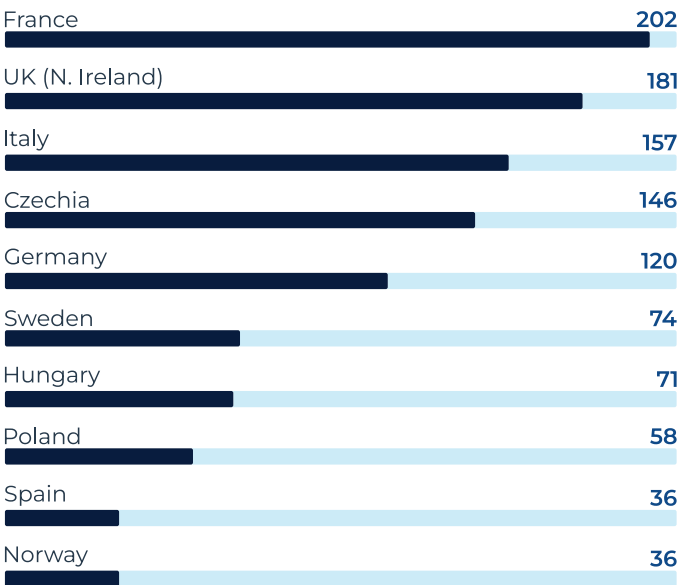
SPOTLIGHT — TOYS (281 ALERTS · #2 CATEGORY)

281 alerts · #2 category



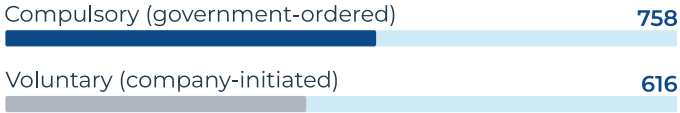
14 confirmed **counterfeit** products — Pop Mart fakes led with 9 alerts

TOP NOTIFYING COUNTRIES

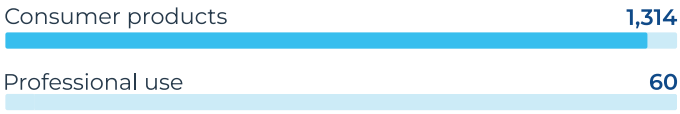


France + UK (N. Ireland) account for 28% of all EU alerts.

ENFORCEMENT ACTIONS



PRODUCT TYPE SPLIT



KEY EU PATTERNS & TRENDS

CHEMICAL RISK DOMINATES

528 alerts (38%) cite chemical hazards — concentrated in cosmetics (316), toys (52), and jewelry (44). REACH Regulation non-compliance is the most commonly cited rule.

TOYS: CHOKING LEADS

Choking is the #1 toy hazard (134 alerts), followed by chemical (52). Combined choking and chemical alerts (16) signal a growing dual-risk product profile.

COUNTERFEIT PATTERN

14 confirmed counterfeits — Pop Mart drove 9 alerts, the largest single brand impersonation cluster. Pyrotechnic articles (30 alerts) are a notable new entrant.

FRANCE & ITALY TOP REPORTERS

France (202) and UK via N. Ireland (181) lead, with Italy (157) and Czechia (146) also active. Hungary (71) has risen sharply compared to prior periods.

ELECTRICAL RISING IN Q2

Electrical appliance alerts surged +56% from Q1 to Q2 2026 (91 → 142), overtaking cosmetics as the single largest category in April–May. See Q2 Trends section.

ELFLIQ TOPS BRAND LIST

E-cigarette brand ELFLIQ leads with 23 alerts. Hong Kong as an origin country jumped from 4 alerts in Q1 to 24 in Q2 — a notable shift worth monitoring.

UK ALERTS — OPSS · JAN – MAY 2026

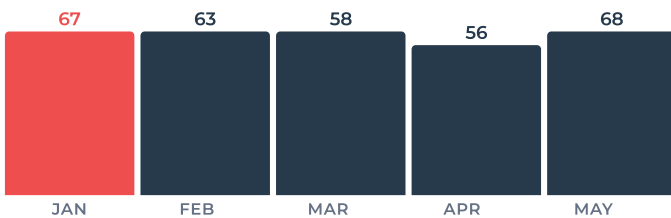
312
TOTAL ALERTS
Jan – May 2026

69%
MADE IN CHINA
214 of 312 products

38%
FIRE / BURNS RISK
118 alerts

41%
IMPORT BANNED
129 compulsory bans

ALERT VOLUME BY MONTH



Peak: January 2026 — 67 alerts. May 2026 recovered to 68 alerts after a Q2 dip.

TOP PRODUCT CATEGORIES

Electrical appliances	56
Toys	46
Hobby & sports	24
Machinery	23
Decorative/Homeware	20
Childcare equipment	13
Lighting equipment	11
Cosmetics & personal care	11
Hand tools	9
Furniture	6

SPOTLIGHT — ASBESTOS IN CRAFT SAND (39 ALERTS)

39 alerts · single hazard cluster

Arts & crafts sand products — including toy kits and craft sets — found to contain trace quantities of **asbestos**, a banned carcinogenic substance. Products came from multiple brands and were sold across major retailers and online platforms.

KTL Top brand flagged — KTL (formerly Kandy Toys) had 11 asbestos-related alerts, the most of any single brand in the UK dataset.

COUNTRY OF ORIGIN



45 products have **unknown origin** — 14% of all UK alerts

HAZARD TYPE

Fire / Burns	118
Chemical	62
Injuries	50
Choking / Asphyxiation	58
Electric shock	35
Falls / Cuts	21
Entrapment	6

SPOTLIGHT — HYDRATING TOY SWALLOWING RISK (35 ALERTS)

35 alerts · asphyxiation hazard

Water-absorbing polymer toys (orbeez-style beads, magic sand kits, hydrating gel sets) flagged for **asphyxiation risk**: if swallowed in a hydrated state, the material can expand and block a child's airway.

4 alerts mention injuries AND asphyxiation together — the most serious sub-category within this cluster.

TOP NOTIFYING AUTHORITIES

Local Authority Trading Standards	206
OPSS (Central)	44
Health & Safety Executive	6

Local Authority Trading Standards leads enforcement, followed by OPSS centrally and the Health & Safety Executive.

ENFORCEMENT ACTIONS

Import bans issued	
End-user recall	109
Online listings removed	50
Warning / advice issued	34
Withdrawn from sale	31

KEY UK PATTERNS & TRENDS

ASBESTOS: THE DOMINANT STORY

39 alerts (12.5% of all UK alerts) relate to asbestos contamination in craft sand and toy kits — an unprecedented cluster absent from EU data at comparable scale.

FIRE & ELECTRICAL #1 HAZARD

118 fire/burn alerts and 35 electric shock alerts — together 49% of all UK alerts. Electrical appliances are the top category at 56 alerts.

TOY HAZARDS EVOLVING

UK toy alerts are dominated by novel physical hazards — expanding polymer ingestion (35 alerts) — rather than the chemical toxicity focus seen in EU toy data.

CHINA: 69% ORIGIN SHARE

214 of 312 UK flagged products originate from China — 10 percentage points higher than EU's 59% share, reflecting post-Brexit import mix shifts.

IMPORT BANS = TOP ACTION

129 import bans (41%) is the UK's most common enforcement action — a more aggressive border-focused posture compared to the EU's compulsory/voluntary split.

MACHINERY ALERTS RISING

Machinery surged to the #3 category in Q2 (16 alerts vs 7 in Q1, +129%). UK-origin products represent 9 of 16 Q2 machinery alerts — a domestic compliance concern.

SHARED THEMES ACROSS EU AND UK MARKETS

CHINA DOMINATES ORIGIN

Both markets see China as the majority source of flagged products — 59% EU, 69% UK. This reflects the volume of low-cost consumer goods entering both markets from Chinese manufacturers.

ELECTRICAL & TOY RISK UNIVERSAL

Electrical appliances and toys are top-flagged categories in both markets. Electric shock, fire, and choking hazards appear consistently regardless of regulatory framework.

ONLINE MARKETPLACE EXPOSURE

Both markets are increasing enforcement against products sold via online platforms, with the UK actively removing listings and the EU escalating compulsory actions.

What Changed in Q2?

Comparing Q1 (January–March) vs Q2 (April–May) across both EU and UK datasets to surface new and shifting product safety risks.

Q2 HEADLINE SHIFTS

EU ELECTRICAL ALERTS

+56% ↑

91 in Q1 → 142 in Q2. Overtook cosmetics as the #1 EU category in Q2.

EU COSMETICS ALERTS

-70% ↓

253 in Q1 → 76 in Q2. A sharp drop — but cosmetics remains #1 overall for the full period.

UK MACHINERY ALERTS

+129% ↑

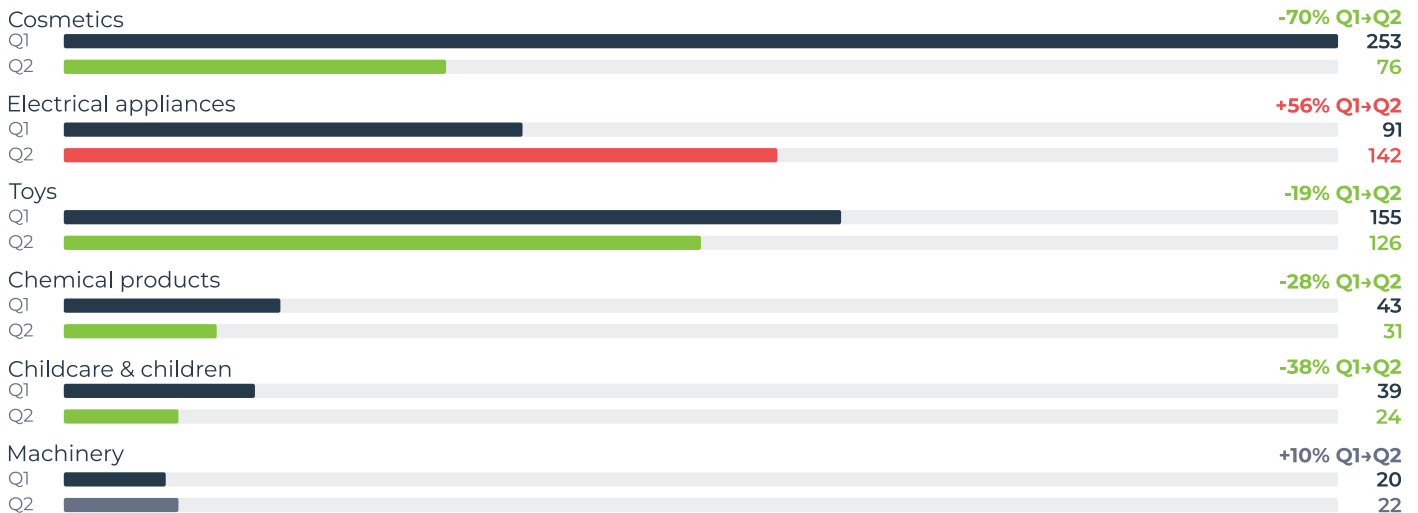
7 in Q1 → 16 in Q2. Surge driven by UK-manufactured packaging and sealing machinery.

HONG KONG ORIGIN (EU)

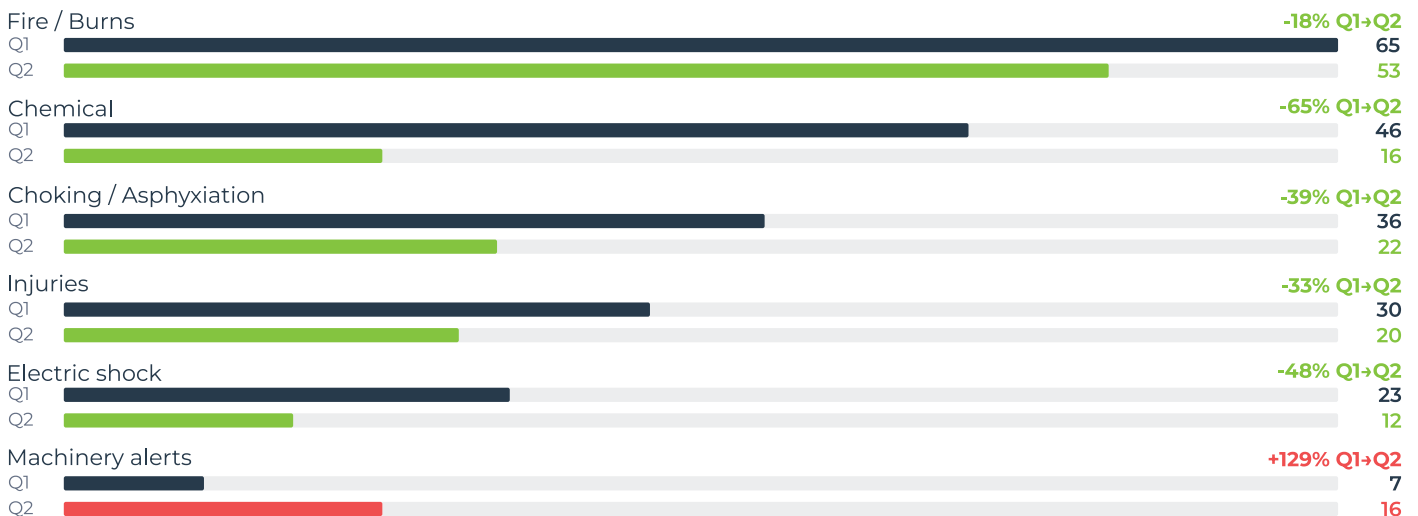
6× ↑

4 alerts in Q1 → 24 in Q2. A notable new routing pattern worth monitoring closely.

EU: Q1 VS Q2 CATEGORY SHIFT



UK: Q1 VS Q2 HAZARD SHIFT



What to Watch For in the Second Half of 2026

EU ELECTRICAL SURGE

The 56% Q2 increase in EU electrical alerts — particularly fire-risk products — warrants close monitoring in Q3. If the trend continues, electrical appliances could become the dominant EU category for the full year.

HONG KONG ROUTING (EU)

The 6× jump in Hong Kong-origin EU alerts in Q2 is a significant signal. If confirmed in Q3, this suggests a systematic supply chain evasion pattern that regulators will likely respond to directly.

UK DOMESTIC MANUFACTURING

The rise of UK-origin machinery alerts in Q2 is new — historically, UK alerts focus on imported goods. Increased HSE activity suggests domestic compliance audits are intensifying heading into Q3.

Grow Your Business More Safely With LegitScript Platform Risk Solutions

Online platforms face growing pressure to detect and enforce against harmful third-party content, from misleading ads and prohibited products to illicit or abusive user-generated content. Relying solely on traditional detection tools and in-house regulatory expertise leaves dangerous gaps in your defenses that violative activity can slip through undetected, putting your users, brand reputation, and regulatory compliance at risk. LegitScript helps businesses stay ahead of trends, understand complex regulations, devise workable policies, and detect and remove problematic products and content on their platforms.

Ad and Marketplace Monitoring

We help search engines, marketplaces, and social platforms uncover high-risk ads, listings, and user-generated content that violate policies or exploit policy and enforcement blind spots. Using a combination of AI-powered technology and skilled analysts, LegitScript delivers expert-backed, enforcement-ready results tailored to your platform and goals.

Intel Reports

Understanding emerging risks before they escalate is critical for protecting your platform, business, and customers. LegitScript's Intel Reports deliver forward-looking intelligence that helps you understand new and trending high-risk products and services, mitigate potential threats, and make informed decisions about which activities to support, restrict, or prohibit.

Risk & Policy Advisory

Internal teams are often over-taxed and lack the resources to develop deep technical expertise required for high-risk or emerging areas. LegitScript offers an annual retainer of advisory and research hours to support policy, compliance, and risk decision-making across regulated and high-risk areas. We help you bridge the gap between strict legal advice and the practical policies to grow revenue safely.

Reach out to us at legitscript.com/contact to learn more about how LegitScript's Platform Risk Solutions can help your business reach its goals.

